MIRACOSTA COLLEGE | **PURCHASING & MATERIAL MANAGEMENT**

BASIC SERVICES AGREEMENT

This Basic Services Agreement ("Agreement") is made and entered into by and between the **MiraCosta Community College District**, a community college district of the State of California ("District) and **Mason Interactive, Inc.** ("Contractor"). District and Contractor are referred to in this Agreement individually as "Party" and collectively as "Parties."

WHEREAS, on or about June 7, 2024, the District issued a Request for Proposals No. 17-24 ("RFP") requesting proposals from firms for digital marketing services ("Services").

WHEREAS, Contractor warrants and represents to District that Contractor has the experience, qualifications, expertise, and resources to successfully and effectively perform the Services described in this Agreement, is properly licensed or certified to perform the Services, and will provide the Services to the District in compliance with all applicable laws and regulations; and

WHEREAS, the Contractor submitted a response to the RFP, by this reference, the RFP response is incorporated herein as Attachment 1; and

WHEREAS, the District desires to engage Contractor for the purpose of performing the Services described in this Agreement.

NOW, THEREFORE, in consideration of the mutual promises set forth below, the Parties agree as follows:

1.   Services to be provided by Contractor. Contractor shall perform the services for the District as set forth in this Agreement and in the RFP, which is fully incorporated into this Agreement by this reference (collectively "Services"), and in accordance with the terms and conditions in this Agreement. Contractor agrees to perform the Services consistent with the professional skill and care of Contractor's profession and in compliance with all applicable laws and regulations. All of Contractor's activities will be at its own risk and Contractor is hereby given notice of responsibility for arrangements to guard against physical, financial, and other risks as appropriate. Contractor assumes full responsibility for the acts or omissions of Contractor's employees, agents, consultants, and subcontractors as they relate to this Agreement or the Services. The Parties agree that the Contractor will immediately remove any of Contractor's employees, agents, consultants, or subcontractors from the District's facilities upon the District's instruction, as determined by the District in its sole discretion, for any or no reason. Contractor agrees to promptly provide a replacement employee, agent, consultant, or subcontractor acceptable to the District to perform the Services

2.   Time is of the Essence. Contractor agrees that time is of the essence and Contractor shall perform the Services in an expeditious and timely manner so as not to unreasonably delay the purpose of this Agreement. Contractor shall promptly notify the District of any expected delay in the performance of Services.

3.   Term. This Agreement shall be effective on the Effective Date and shall continue for three (3) years, subject to the termination provision of this Agreement ("Term"). Thereafter, the parties may extend the term of the Agreement for two (2) successive one-year periods upon written amendment extending the term signed by both parties. Completion of the Services, including all deliverables as described in the RFP and Attachment #1, must be made to the satisfaction of the District.

4.   Compensation. The District shall pay the Contractor for Services satisfactorily performed in the manner and amount specified in the RFP and Exhibit A-Scope of Work.

5.   Licenses and Permits. Contractor and all of Contractor's employees, agents, consultants, and subcontractors, will secure and maintain in force throughout the term of this Agreement all licenses, permits, qualifications, and approvals as are required by law, in connection with the performance of the Services.

6.   Taxes. Contractor will fully complete, and provide to the District as required, the Internal Revenue Service W-9 form or other required reporting forms. Contractor acknowledges and agrees that it is Contractor's sole responsibility to make the requisite tax filings and payment to the appropriate federal, state, or local tax authorities. The District will not withhold any part of the Contractor's compensation for the payment of social security, unemployment, or disability insurance or any other similar state or federal tax obligations. Contractor is solely responsible for all tax consequences and obligations related to the Services and the District's payment for the Services, and Contractor agrees to indemnify, defend, and hold the District harmless from any tax consequences.

7.   Expenses and Equipment. Contractor is solely and fully responsible for all costs and expenses incident to the performance of the Services, including any and all licensing or permit fees, instrumentalities, supplies, tools, equipment, or materials needed to perform the Services. If the District furnishes any goods, materials, or other equipment to Contractor, Contractor assumes complete liability for those goods, materials, or other equipment. Contractor agrees to promptly pay the District the repair or replacement costs for such goods, materials, or other equipment not returned to the District in a satisfactory condition, as solely determined by the District.

8.   Travel Expenses. All travel, lodging, and meal per diem expenses in connection with the Agreement for which reimbursement may be claimed by the Contractor under the terms of the Agreement will be reviewed against the District's Employee Travel Policy. Current United States GSA Domestic Per Diem Rates (the "Rates") for meals are available at: https://www.gsa.gov/travel/. Current IRS mileage reimbursements rates are available at: https://www.irs.gov/tax-professionals/standard-mileage-rates. No amounts in excess of the Travel Policy or Rates shall be paid. All invoices must be accompanied by copies of itemized receipts (e.g. hotel bills, airline tickets). No reimbursement will be made for expenses not actually incurred. Airline fares in excess of coach or economy and hotel rooms other than standard will not be reimbursed. Lodging charges are for reasonable, single occupancy, standard room rates. Lodging charges in excess of standard room rates will not be reimbursed.

9. **Independent Contractor.** In performing Services, Contractor shall be deemed and act as an independent contractor. Contractor understands and agrees that neither Contractor nor any of Contractor's employees, agents, consultants, or subcontractors shall be considered officers, employees, or agents of the District, and are therefore not entitled to benefits of any kind or nature that are normally provided employees of the District or to which the District's employees are normally entitled, including but not limited to workers' compensation or unemployment benefits. Contractor further understands that this Agreement is not intended to, and shall not be construed to, create a joint venture or association, or any other relationship whatsoever other than an independent contractor relationship. Contractor shall perform the Services and obligations under this Agreement according to the Contractor's own means and methods of work which shall be in the exclusive charge and under the control of Contractor, and which shall not be subject to control or supervision by the District, except as to the results of the Services. Contractor acknowledges that: (1) Contractor is free from the control and direction of the District in connection with the performance of Services; (2) Contractor performs the Services outside the usual course of the District's business; and (3) Contractor is customarily engaged in an independently established trade, occupation, or business of the same nature as the Services performed for the District. To the furthest extent provided by law, Contractor agrees to defend, indemnify, and hold the District harmless from any claims, demands, liabilities, damages, penalties, or taxes resulting from any misclassification of Contractor's employees (as independent contractors) who provide Services under this Agreement.

10. **Compliance with Applicable Laws, Policies, Procedures, Rules & Regulations.** Contractor shall, at all times during this Agreement, comply with all applicable laws, regulations, rules, and policies governing or related to the Services. Contractor further agrees to comply with all applicable state and local laws, orders, and guidelines related to preventing occupational exposure to COVID-19, or other viral or bacterial agents as may be identified by local, state, or federal authorities as requiring specific mitigation and remediation procedures, that are now or may in the future become applicable to the Contractor or the Services. Contractor shall also comply with all District policies, rules, and requirements, including those related to preventing exposure to COVID-19, at all times. Contractor is further responsible for ensuring that its employees, agents, consultants, and subcontractors providing Services under this Agreement are trained in safe work practices, the use of personal protective equipment ("PPE"), and other workplace standards that apply to preventing occupational exposure to COVID-19 or other viral or bacterial agents. Contractor agrees to promptly respond to safety requests made by District. To the furthest extent provided by law, Contractor further agrees to defend, indemnify and hold District harmless from any claims, demands, or liabilities (including attorneys' fees and costs), brought by Contractor's employees, agents, consultants, or subcontractors, for claims of injury or illness while present at the District's facilities or performing Services for the District, including exposure to COVID-19 or other viral or bacterial agents, or in any way arising out of or related to being present or performing services at District's property. Contractor, its employees, and/or its subcontractors will, at all times, comply with the District's COVID-19 protocols while at any of the District's property locations: http://miracosta.edu/contractor-covid-protocols

11. **Termination.** District may terminate this Agreement for its convenience at any time by written notification to Contractor. Termination will be effective on the date specified by the District in its notice.

District will pay Contractor all earned and undisputed amounts for Services provided through the date of termination, or, as applicable, Contractor will refund to the District a pro rata share of any prepaid amounts or fees within 30 days of the effective date of termination. Upon or prior to the effective date of termination, Contractor shall provide the District with all documents, including final or draft documents, produced or collected by Contractor related to the Services.

12.   Ownership of Work Product. The Services performed hereunder are work made for hire and District shall exclusively own, in perpetuity and worldwide, all rights to and flowing from the Services, including any intellectual property, systems, materials, documents, or other work product performed, produced, or created under this Agreement or related to the Services (collectively "Work Product"). Contractor assigns to District any and all rights Contractor could have, may have, or does have, in the Work Product, and District shall have all right, title, and interest in the Work Product, including the right to secure and maintain the copyright, trademark, and patent of the Work Product. The District shall be permitted, in its sole discretion, to reproduce, distribute, modify, and use the Work Product in any manner desired.   Contactor consents to the use of Contractor's name in conjunction with the sale, use, performance, and distribution of Work Product, for any purpose and in any medium.

13.   Limitation of Liability. The District's financial obligations under this Agreement are limited to the payment of the compensation provided in this Agreement. Notwithstanding any other provision of this Agreement, the Parties agree that in no event shall the District be liable, regardless of whether any claim is based on contract or tort, for any special, consequential, indirect, or incidental damages, including, but not limited to, lost profits or revenue, arising out of or in connection with this Agreement or for the Services performed in connection with this Agreement.

14.   Indemnification and Hold Harmless. To the furthest extent provided by law, Contractor shall indemnify, defend, and hold the District, its Board of Trustees, officers, agents, employees, and volunteers harmless against any and all liability, claims, suits, demands, causes of action, damages, losses, injuries, and expenses of any kind, including reasonable attorneys' fees and costs, whether actual or alleged, in law or equity, to property or persons, including personal injury, damages or injuries/illnesses, including COVID-19, wrongful death, contractual liability, infringement of a third party's intellectual property rights, or damage to property ("Claim"), arising from or related to any act or omission of Contractor or its employees, officers, consultants, agents, subcontractors, or volunteers, except the extent that a Claim is caused by the District's gross negligence or willful misconduct. The provisions of this section shall survive the termination or expiration of this Agreement.

15.   Insurance. Contractor must procure and maintain during the term of the Agreement, and must ensure that each subcontractor performing any part or portion of the Services will procure and maintain during the term of the Agreement, the following insurance with minimum limits equal to the amount indicated below.

a. **Commercial General Liability Insurance.**   Commercial General Liability insurance with limits not less than $1,000,000 each occurrence and $2,000,000 general aggregate for personal injury, bodily injury, death, and property and other damage, including coverages for contractual liability, personal injury, broad form property damage, independent contractors, products and completed operations (required from all contractors);

b. **Commercial Automobile Liability Insurance.** Commercial Automobile Liability insurance with limits not less than $1,000,000 each occurrence for bodily injury and property damage, including coverages for owned, non-owned and hired vehicles for all activities of Contractor or its employees, agents, consultants, or subcontractors arising out of or in connection with the Agreement or Services.

c. **Workers' Compensation and Employers' Liability Insurance.**   In accordance with Section 3700 of the California Labor Code, Contractor shall be required to secure workers' compensation coverage for its employees in the amount required by law. Contractor shall maintain required Employers' Liability Insurance with limits of not less than $1,000,000 per occurrence (accident) and $1,000,000 per employee (disease).

d. **Professional Liability Insurance (If applicable to type of service).**   Professional Liability insurance with limits not less than $1,000,000 each claim and $2,000,000 aggregate, with respect to coverage for errors and omissions arising from professional services rendered under this Agreement by Contractor or any of Contractors employees, agents, consultants, or subcontractors.

e. **Cyber Liability (If applicable to type of service).** Minimum limits not less than $1,000,000 per occurrence or claim, $2,000,000 aggregate. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by Contractor in this agreement and shall include, but not be limited to, claims involving infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, alteration of electronic information, extortion and network security. The policy shall provide coverage for breach response costs as well as regulatory fines and penalties as well as credit monitoring expenses with limits sufficient to respond to these obligations.

f. **Proof of Insurance and Insurance Terms.**   Contractor shall not commence the Services or any work under this Agreement until it provides the District Certificates of Insurance with original endorsements evidencing the insurance coverage required herein. Each policy required herein, except workers' compensation and professional liability, shall be endorsed with specific language naming the MiraCosta Community College District and its trustees, officers, agents, employees, and volunteers ("Additional Insureds") as additional insured parties and waiving subrogation rights against the Additional Insureds. Endorsement should be made out as follows:

> MiraCosta Community College District and its trustees, officers, agents, employees, volunteers, and students ("Additional Insureds")
> Attention: Justin Crast, Risk Manager
> 1 Barnard Drive
> Oceanside, California 92056

Such certificates shall evidence all coverages and limits required by the District in this Agreement and shall specify that insurers will give the District thirty (30) days prior written notice of non-renewal or cancellation. Each policy required herein shall be primary to any

other insurance or self-insurance available to the District, its officers, trustees, agents, employees, and volunteers, and shall apply separately to each. Contractor is solely responsible for the payment of any and all premiums, deductibles, or self-insurance retentions. Contractor will ensure insurance is placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the District. Contractor's provision of the required insurance hereunder shall not act as a potential limitation on Contractor's liability.

16.   Confidential Information. Contractor understands and acknowledges that during its performance of the Services it or its employees, agents, consultants, or subcontractors may have access to private and confidential information in the District's possession, custody, or control, including but not limited to private information regarding students, families, faculty, employees, staff, donors, alumni, or other personnel data or information, including a student's education records as defined by 20 USC section 1232g, and other District related trade secrets, business plans, and other proprietary information ("Confidential Information"). Contractor will not disclose, copy, or modify any Confidential Information without the District's prior written consent unless otherwise required by law. Contractor will immediately notify the District if it becomes aware of any possible unauthorized disclosure or use of the Confidential Information. Contractor agrees to promptly return all copies of Confidential Information to the District upon expiration or termination of this Agreement.   If the Contractor has access to Confidential Information, Contractor shall limit its employees', agents', consultants', and subcontractors' access to the records to those persons for whom access is essential to the performance of the Services. At all times during and after the term of this Agreement, Contractor shall comply with the applicable terms of the Family Educational Rights and Privacy act of 1974 (FERPA). Contractor may be required to execute supplemental confidentiality and non-disclosure agreements as solely determined by the District. This section shall survive the termination or expiration of this Agreement.

17.   Disabled Accessibility and Electronic and Information Technologies. Contractor hereby warrants that any goods or services, including any hardware or software products or services, to be provided under the Agreement comply with the accessibility requirements of section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794d), and its implementing regulations set forth at Title 36, Code of Federal Regulations, part 1194. Contractor agrees to promptly respond to and resolve any complaint regarding accessibility of its products or services which is brought to its attention and will designate a contact person for expediting any complaints applicable to California Government Code §11135. Contractor further agrees to indemnify, defend, and hold harmless the District, the Chancellor's Office of the California Community Colleges, and any California community college using the Contractor's products or services from any claim arising out of its failure to comply with these requirements. Failure to comply with these requirements shall constitute a breach and be grounds for termination of the Agreement. Contractor and any of its agents, consultants, and subcontractors shall provide credible, third-party verification demonstrating compliance of product accessibility per current requirements of the revised US Section 508 Standards or Web Content Accessibility Guidelines 2.0, Level AA (WCAG 2.0, AA) upon initial deployment and with each major subsequent release prior to production use by faculty, staff, or students. Appropriate documentation detailing the testing, including evaluation results, will be current and maintained.

18.   Non-Discrimination. Contractor and District mutually agree that they will comply with all applicable federal and state anti-discrimination laws and regulations and agree not to unlawfully

discriminate against any prospective or active employee engaged in the Services, or against any other person, on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or veteran or military status or any other category protected by law. Contractor agrees to require like compliance by all hired agents, consultants, and subcontractors.

19.   Complaints and Investigations. Contractor will fully cooperate with District and will comply with all applicable laws and District and other community college district policies and requirements related to investigations of allegations of discrimination, harassment, and retaliation, including Contractor producing its directors, trustees, officers, agents, employees, consultants, and subcontractors for investigative interviews as deemed necessary by District.

20.   Provisions Required by Law Deemed Inserted. Each and every provision of law and clause applicable to this Agreement or required by law to be inserted in this Agreement, is deemed inserted herein and the Agreement shall be read and enforced as though the provisions are included herein.

21.   Audit. Contractor agrees that the District has the right to review, audit, and to copy any of Contractor's or Contractor's employees', agents', consultants', or subcontractors' records and supporting documentation relating to the Services or the performance of this Agreement and any expenses or compensation incurred, charged, or requested by Contractor. Contractor agrees to maintain such records for possible audit for a minimum of four (4) years after final payment, unless a longer period of records retention is required or stipulated. Contractor agrees to allow the District access to these records during normal business hours and to allow interviews of any employees, agents, consultants, or subcontractors who might reasonably have information related to such records. Contractor agrees to include a similar right of the District to audit records and interview staff in any subcontract related to performance of this Agreement. This section shall survive the termination or expiration of this Agreement.

22.   Registration for Public Works. If Contractor is performing a public work, as defined by California Labor Code Section 1720, Contractor must comply with all applicable rules and regulations, including adhering to the requirements of California Labor Code Section 1725.5 (Department of Industrial Relations Contractor Registration), as a prerequisite to performing any Services under this Agreement.

23.   Advertising. Contractor shall not use the name of the District, its officers, trustees, directors, employees, or agents, in advertising, social marketing campaigns, publicity releases, or otherwise without securing the prior written consent of the District in each instance.

24.   Notice. All notices required or permitted to be given under this Agreement by either Party to the other, shall be deemed to have been given, served, and received, if given in writing and either personally delivered or deposited in the Unites States mail, registered or certified mail, postage prepaid, return receipt requested, or sent by overnight delivery services, or facsimile transmission, addressed as follows:

For District:
Mina Hernandez
Director, Purchasing & Material Management
MiraCosta Community College District
1 Barnard Drive
Oceanside, CA 92056

For Contractor:
Brook Shepard
CEO
Mason Interactive, Inc.
20 Jay St., Suite 1115
Brooklyn, NY 11201
brook@masoninterative.com

Any notice personally given or sent by facsimile transmission is effective upon receipt. Any notice sent by overnight delivery service is effective the business day next following delivery by overnight services. Any notice given by mail is effective three days after deposit in the United States mail.

25.   Non-Waiver. The failure of the District or Contractor to seek redress for violation of, or to insist upon, the strict performance of any term or condition of this Agreement, shall not be deemed a waiver by the Party of such term or condition, or prevent a subsequent similar act from again constituting a violation of such term or condition.

26.   Severability. If any term, condition or provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force and effect and shall not be affected, impaired or invalidated in any way.

27.   Conflict of Interest and Prohibited Interests. The District reserves the right, to require an affidavit from the Contractor to disclaim in writing any conflict of interest. Furthermore, the District reserves the right to reject or terminate any Contractor or Contractor employee, if any such conflict is discovered.

28.   Governing Law. This Agreement is governed and interpreted in accordance with the laws of the State of California. The Parties agree that any action brought to enforce this Agreement, or any other dispute or claim arising under this Agreement between the Parties, shall be brought in San Diego Superior Court.

29.   Force Majeure. Contractor and District are excused from performance during the time and to the extent that they are prevented from obtaining, delivering, or performing the Services or any other obligations set forth in this Agreement due to an act of God, fire, strike, loss, shortage of transportation facilities, lock-out, commandeering of materials, products, plants or facilities by the government, epidemics or pandemic, such as COVID-19, or other events that are outside of a Party's reasonable control,

when satisfactory evidence thereof is presented to the other Party, provided that it is satisfactorily established that the non-performance is not due to the fault or neglect of the Party not performing. For avoidance of doubt, the District's obligation to pay Contractor's invoices or other fees is excused to the extent Contractor is not performing the Services during a force majeure event.

30.   Disputes. Except in the event of the District's failure to make earned and undisputed payments to Contractor, if the District and Contractor have a dispute, each will continue to perform its respective obligations, including Contractor's duty to provide and perform the Services, during all attempts to resolve the dispute. For avoidance of doubt, the Contractor agrees to continue providing Services in the event that the District disputes any portion of Contractor's invoices or other requests for payment.

31.   Mediation; Arbitration. The Parties agree that if any dispute or controversy arises between them in any way arising out of, related to, or connected with this Agreement, they will participate in good faith in mediation and agree to equally share all mediator fees. Mediation shall be conducted under the Commercial Mediation Rules of the American Arbitration Association in effect at the time of the filing of a demand for mediation. If the Parties are unable to resolve the dispute or controversy through mediation, the Parties agree to submit the pending dispute or controversy to final and binding arbitration conducted under the Commercial Arbitration Rules of the American Arbitration Association in effect at the time of the filing of a demand for arbitration. Arbitration proceedings shall be conducted at a location in the County of San Diego, California. By agreeing to this binding arbitration provision, the Parties understand that they are waiving certain rights and protections which may otherwise be available if a claim were determined by litigation in court, including, without limitation, the right to seek or obtain certain types of damages precluded by this arbitration provision, the right to a jury trial, certain rights of appeal, the right bring a claim as a class member in any purported class or representative proceeding; and a right to invoke formal rules of procedure and evidence. The prevailing party shall be awarded all reasonable attorneys' fees, expert witness fees, and other litigation expenses, expended or incurred in such arbitration or litigation, unless the laws related to the claim that the party prevailed on preclude a court from awarding attorneys' fees and costs to the prevailing party. The provisions of this section will apply during the term of this Agreement and survives after the termination or expiration of this Agreement.

32.   Successors; No Assignment. This Agreement and all terms hereof are binding upon and inure to the benefit of the respective successors or assigns of Contractor and the District. Contractor may not assign its rights or obligations of this Agreement without the prior written consent of the District.

33.   Entire Agreement. This Agreement, Attachments, and RFP constitute the sole entire Agreement and understanding between the District and Contractor concerning their subject matter. It replaces and supersedes all prior agreements or negotiations, whether written or verbal. This Agreement may only be amended or modified in a writing signed by the District and Contractor. In the event that any term, condition, provision, requirement or specification set forth herein conflicts with or is inconsistent with any term, condition, provision, requirement, or specification in any other attachment to this Agreement or other documents related to the Services, the provisions of the body of this Agreement shall prevail.

34.   Recitals. The Parties agree the Recitals are true and are incorporated in this Agreement by this reference as though fully set forth.

35.   Counterparts. This Agreement may be executed in several counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement.

36.   Authority. Contractor warrants that the person signing this Agreement on its behalf is fully authorized to enter into this Agreement.

IN WITNESS WHEREOF, the District and Contractor have executed this Agreement as of the dates set forth below.

MIRACOSTA COMMUNITY COLLEGE DISTRICT

CONTRACTOR
MASON INTERACTIVE, INC.

DocuSigned by:

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Signature:

Name: Tim Flood

Title: Vice President, Administrative Services

Date:

Signature:

Name: Ashley Bruzas

Title: Director, Business Development

Date: 8/12/2024

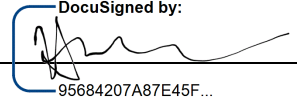| ![MiraCosta College Logo] | PURCHASING & MATERIAL MANAGEMENT | BASIC SERVICES AGREEMENT |

EXHIBIT A - SCOPE OF WORK, SERVICES, AND COMPENSATION

Contractor:
Mason Interactive, Inc.
Ashley Bruzas
20 Jay St., Suite 1115
Brooklyn, NY 11201
212-967-7862 Ext. 106
a.bruzas@masoninteractive.com

District Point of Contact:
Kristen Gonzales (Huyck)
Oceanside Campus: MiraCosta College, 1 Barnard Drive, Oceanside, CA 92056
760-795-6612
khuyck@miracosta.edu

Scope of Work - Description of Services and Deliverables:
See Exhibit B - RFP 17-24, Bid Documents and Attachment – Contractor's Proposal and Interview Presentation.

Rate and Method of Payment:
See Exhibit C – Contractor's Management Fees
Year 1 - $24,000
Year 2 - $24,000
Year 3 - $26,400
Year 4 and 5 (if renewed) - $31,944

Payment and Compensation Terms:
Invoices.   Contractor will submit monthly invoices to District's Point of Contact with supportive documentation that evidences the services and work that Contractor performed and all costs or expenses set forth in the invoice. District will pay Contractor all undisputed amounts owed within 30 days of the District's receipt of the invoice from the Contractor.

Additional Services. The Parties agree the District will not pay Contractor for any additional services performed without the District's prior written approval for those additional services.

<u>EXHIBIT B – CONTRACTOR'S PROPOSAL</u>

MASONⓜ

MiraCosta College

Request for Proposal

DIGITAL MARKETING

RFP# 17-24

2024

MASON

SUMMARY

MASON Ⓜ

Mason Interactive is an expert in Higher Education marketing, with billions of dollars of advertising spend in the category over decades. Over 16 years, we've worked with mammoth for-profits like ITT Tech, elite private schools like Manhattanville College, public community colleges like Rowan College at Burlington County, and specialized institutions like the Culinary Institute of America, The Chicago School of Professional Psychology, and dozens more. We're a proud Google Premier Partner, and our 30-person team of media buyers, optimizers, programmers, SEO experts, and creatives, live and breathe the challenges of this space.

Our goals:

- Enhance MiraCosta College's brand recognition across digital platforms.
- Develop and execute targeted digital marketing strategies to increase brand visibility.
- Boost student enrollment through effective digital campaigns.
- Optimize campaign strategies to attract and retain potential students.

Our deliverables:

- Utilize Programmatic Display, Paid Search, and Paid Social channels (e.g., Facebook, Instagram, LinkedIn, TikTok, YouTube).
- Implement geofencing, geotargeting, mobile advertising, over-the-top advertising, Google AdWords, and display advertising.
- Manage digital placements with third-party vendors (e.g., Meta, Google) and provide flexibility to modify messaging and media channels.
- Recommend strategies for first-party data and location targeting.
- Increase website visitation with quality candidates and track user engagement.
- Optimize metrics and performance using APIs, overlays, and bid management software.
- Build a stronger social media presence and enhance local SEO.
- Set up and monitor campaigns, track performance, and provide regular reports.
- Participate in calls for updates and offer ongoing performance recommendations.

We look forward to the opportunity to work with Mircoasta Community College District. Thank you for considering Mason Interactive as your creative services partner. Please contact us with any questions or to discuss our proposal further.

Sincerely,
Ashley Bruzas, Director of Business Development
a.bruzas@masoninteractive.com | (212)-967-7862 x 106

MASON

OBJECTIVES

MASON

Objectives

Overarching Brand Awareness

Enhance MiraCosta College's Brand Recognition Across Digital Platforms

- Leverage comprehensive digital marketing strategies to amplify MiraCosta College's brand presence.
- Utilize data-driven insights to craft compelling and cohesive brand narratives that resonate across various digital channels.

Develop and Execute Targeted Digital Marketing Strategies to Increase Brand Visibility

- Design and implement tailored campaigns aimed at boosting brand visibility among prospective students, parents, and the broader community.
- Employ advanced targeting techniques, including demographic and psychographic segmentation, to reach and engage the right audience effectively.

Enrollment Marketing

Boost Student Enrollment Through Effective Digital Campaigns

- Create and deploy dynamic, multi-channel digital campaigns that highlight MiraCosta College's unique value propositions.
- Focus on key enrollment periods with heightened campaign activities to maximize student applications and admissions.

Optimize Campaign Strategies to Attract and Retain Potential Students

- Continuously refine and optimize digital marketing efforts using performance analytics and feedback loops.
- Implement retargeting and nurturing tactics to convert prospective students into enrolled students and maintain their engagement throughout their academic journey.

MASON

MiraCosta College

SERVICES TO BE PROVIDED

MASON

Services to be Provided

Digital Marketing Campaigns

- Utilize comprehensive programmatic display and paid search strategies, including keyword targeting, display ads, retargeting, and targeting based on demographics, context, interests, and behaviors.
- Deploy campaigns across key social platforms such as Facebook, Instagram, LinkedIn, TikTok, and YouTube to maximize reach and engagement.
- Implement advanced geofencing and geotargeting tactics to reach specific geographic areas and enhance local marketing efforts.
- Leverage mobile advertising to engage users on their mobile devices through in-app ads, mobile search ads, and mobile display ads.
- Utilize OTT advertising to reach audiences on streaming services with targeted video ads.
- Execute Google AdWords campaigns and display advertising to increase visibility and drive traffic to MiraCosta College's website.
- Manage digital placements with leading third-party vendors such as Meta (Facebook, Instagram), Google, and others.
- Provide the flexibility to modify messaging, programming, and media channels throughout the campaign to optimize results and adapt to changing market conditions.

Strategy and Optimization

- Recommend and implement strategies related to first-party data and location targeting to enhance campaign performance.
- Increase website visitation from quality candidates and track user engagement through comprehensive dashboards and reports.
- Utilize APIs and overlays on platforms such as Google, YouTube, and Meta to optimize campaign metrics and performance.
- Employ bid management software and optimization tools to ensure cost-effective campaign management.
- Enhance MiraCosta College's social media presence through strategic content creation and engagement practices.
- Improve local SEO through competitor analysis, strategy development, site and content optimizations, technical enhancements, and additional features like blog content, topical SEO, and infographics.
- Manage search ads across Google, Microsoft, and other major search engines with smart budget optimization, exploring features such as Local Services Ads, Shopping Ads, and mobile ad call extensions.
- Provide goal-based display ad management, including site and search retargeting, geofencing, and lookalike audience targeting, with an emphasis on effective display creative.

MASON Ⓜ

- Execute targeted video advertising campaigns on YouTube and other platforms, providing comprehensive reporting and creative services to meet video needs.

Market Research and Competitive Analysis

- Conduct competitive advertising analysis to inform strategic decisions and optimize campaign performance.
- Offer budget recommendations based on current performance data and anticipated market changes.

Campaign Setup and Monitoring

- Properly set up campaigns to target relevant audiences and ensure alignment with MiraCosta College's goals.
- Monitor campaign tactics and audience performance continuously, making adjustments as needed to improve results.
- Report on campaign performance and provide ongoing recommendations for optimization and improvement.

Reporting and Communication

- Participate in monthly calls to provide status updates, performance reports, and strategic recommendations.
- Track key metrics such as cost per lead, quality score, cost per click, click-through rate, and cost per impression.
- Provide a dashboard or media tracking platform for real-time campaign monitoring and transparency.
- Assist with closing the attribution loop using tools like Google Analytics and Salesforce.
- Provide detailed monthly reports on audience and tactic performance, offering insights and data-driven recommendations.
- Make ongoing recommendations based on performance data to continually improve campaign effectiveness and ROI.

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QUESTIONS 1-8

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Describe the proposed approach for developing and implementing a paid digital marketing plan, including strategies for Programmatic Display, Paid Search, Paid Social, geofencing, mobile advertising, over-the-top advertising, and display advertising.

Paid Digital Marketing Plan

- **Crafting High-Quality Marketing Plans:** Mason Interactive develops comprehensive marketing plans that are meticulously aligned with our clients' brand values and strategic objectives. Our approach includes thorough market analysis, competitive benchmarking, and strategic recommendations that drive brand growth and engagement.
- **Identifying Key Audiences:** We employ advanced audience segmentation techniques to identify and analyze key target audiences. By leveraging data analytics and consumer insights, we ensure that our campaigns reach the right people with the right message.
- **Developing Effective Messaging:** Our team is skilled in crafting compelling messaging that resonates with target audiences. We utilize a combination of qualitative and quantitative research to develop and test messages, ensuring they effectively communicate the brand's value proposition.
- **Translating Marketing Plans into Campaigns:** We specialize in translating marketing plans into actionable campaigns that encompass owned, earned, and paid media. Our campaigns are designed with clear objectives and evaluation methods, ensuring they deliver measurable results.

Strategies for Programmatic Display

- **Audience Segmentation:** Conduct in-depth audience research to identify key segments based on demographics, interests, behaviors, and online activity.
- **Targeting and Placement:** Utilize advanced targeting options such as demographic, contextual, interest-based, and behavioral targeting to reach the most relevant audience.
- **Creative Development:** Design engaging display ads that align with MiraCosta College's brand identity and messaging. Implement dynamic creatives to tailor ads to specific audience segments.
- **Real-time Bidding:** Leverage programmatic platforms to bid on high-value ad placements in real-time, ensuring cost-effective and optimized ad spending.
- **Continuous Optimization:** Monitor performance metrics and adjust bids, targeting, and creatives to maximize engagement and conversions.

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Strategies for Paid Search

- **Keyword Research and Strategy:** Perform comprehensive keyword research to identify high-performing and relevant keywords. Develop a keyword strategy that includes a mix of broad, exact, and long-tail keywords.
- **Ad Copy Creation:** Craft compelling ad copy highlighting MiraCosta College's unique value propositions and calls to action.
- **Bid Management:** Utilize bid management tools and strategies to optimize bids for maximum ROI, adjusting for time-of-day, location, and device performance.
- **Landing Page Optimization:** Ensure landing pages are optimized for user experience and conversion, with relevant content and clear calls to action.
- **Performance Monitoring:** Track key metrics such as quality score, click-through rate (CTR), and conversion rate, making data-driven adjustments to improve campaign performance.

Strategies for Paid Social

- **Platform Selection:** Identify the most effective social media platforms (e.g., Facebook, Instagram, LinkedIn, TikTok, YouTube) based on target audience and campaign goals.
- **Audience Targeting:** Utilize detailed audience targeting options including demographics, interests, behaviors, and custom audiences based on first-party data.
- **Content Strategy:** Develop a content strategy that includes engaging visuals, videos, and copy tailored to each platform and audience segment.
- **Ad Formats:** Use a mix of ad formats such as carousel ads, video ads, story ads, and sponsored posts to capture attention and drive engagement.
- **Performance Analysis:** Monitor and analyze campaign performance metrics, adjusting targeting, creatives, and budgets to optimize results.

Strategies for Geofencing

- **Geofencing Setup:** Define specific geographic boundaries to create virtual perimeters around key locations such as Oceanside, Carlsbad, Encinitas, Solana Beach, and Del Mar.
- **Targeting Strategy:** Deliver targeted ads to individuals within these geofenced areas to increase local awareness and drive foot traffic to MiraCosta College.
- **Ad Creative:** Develop location-specific ad creatives that resonate with local audiences and highlight relevant programs and events.
- **Data Analysis:** Track engagement and conversion metrics to measure the effectiveness of geofencing efforts and make necessary adjustments.

Strategies for Mobile Advertising

- **Mobile Optimization:** Ensure all ad creatives and landing pages are fully optimized for mobile devices to provide a seamless user experience.
- **In-App Advertising:** Utilize in-app advertising to reach users within popular mobile apps that align with the target audience's interests.

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- **Mobile-Specific Strategies:** Implement mobile-specific strategies such as click-to-call ads and SMS marketing to drive immediate actions and engagement.
- **Performance Tracking:** Monitor key performance indicators (KPIs) such as click-through rate (CTR) and conversion rate, optimizing campaigns based on mobile-specific insights.

Strategies for Over-the-top Advertising

- **Audience Research:** Conduct thorough audience research to identify OTT platforms and channels among the target demographic.
- **Ad Creative Development:** Produce high-quality video ads tailored to the OTT environment, ensuring they are engaging and relevant to the target audience.
- **Platform Selection:** Choose OTT platforms such as Hulu, Roku, Amazon Fire TV, and others that align with the target audience's viewing habits.
- **Targeting and Placement:** Utilize advanced targeting options available on OTT platforms to reach specific audience segments based on demographics, interests, and viewing behavior.
- **Campaign Monitoring:** Track performance metrics and optimize OTT campaigns to improve reach, engagement, and conversion rates.

Strategies for Display Advertising

- **Ad Placement Strategy:** Develop a strategic ad placement plan that includes high-traffic websites, industry-relevant blogs, and niche forums frequented by the target audience.
- **Creative Development:** Create visually appealing display ads that effectively communicate MiraCosta College's brand message and value propositions.
- **Targeting Techniques:** Employ various targeting techniques such as site retargeting, contextual targeting, and lookalike audiences to maximize ad relevance and impact.
- **Performance Optimization:** Continuously monitor and optimize display ad campaigns based on performance data, adjusting creatives, placements, and targeting as needed.

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Highlight the ability to modify messaging, programming, and media channels throughout the campaign to optimize results.

Ability to Modify Messaging

At Mason Interactive, we prioritize flexibility and adaptability in our campaign strategies, allowing us to modify messaging seamlessly to optimize results. Our approach includes:

- **Data-Driven Insights:** We utilize advanced analytics tools to gather real-time data on campaign performance. This data-driven approach helps us understand which messages resonate most with the target audience, enabling us to make informed adjustments quickly.
- **A/B Testing:** Continuous A/B testing is a cornerstone of our strategy. By testing different versions of messages, we can identify the most effective language, tone, and calls to action, allowing us to refine and enhance our messaging throughout the campaign.
- **Agile Content Creation:** Our creative team is equipped to produce high-quality content swiftly. This agility means we can respond to performance insights by creating new content or revising existing messages to align with audience preferences and campaign goals.
- **Real-Time Adjustments:** We monitor campaign performance in real time, allowing us to make immediate adjustments to messaging. This ensures that our communications remain relevant and impactful, responding promptly to shifts in audience behavior or market conditions.
- **Feedback Integration:** We maintain open communication channels with stakeholders and actively seek feedback. This collaborative approach ensures that we can incorporate stakeholder insights into our messaging strategy, making adjustments that reflect the district's evolving needs and objectives.

Ability to Modify Programming

Reports

- Mason Interactive places a high emphasis on transparency, providing clients with best-in-class reporting technology and open communication to ensure clients are informed every step of the way.
- We will provide regular reports to the Miracosta Community College District team, outlining the performance of the campaign and highlighting areas for improvement.
- This will enable the team, as well as Mason's internal teams, to
- make informed decisions about future marketing initiatives.
- Throughout the campaign, we will work closely to ensure that the campaign aligns with your objectives and is fully integrated with your existing marketing initiatives.

Dashboards

- We have included a set of Sample Reports below that provide valuable insight into our proprietary reporting software that we develop for each client.
- Our agency takes a custom approach to reporting by developing reports based on a 12-month forecast and projection plan determined during the initial onboarding process.
- These reports are tailored to the specific needs of each client, ensuring that they receive the most accurate and actionable insights possible. One of the most exciting features of our reporting software is that the reports are available in a branded dashboard and can be viewed live, in real-time. This means that our clients and our teams have access to the most up-to-date information, enabling them to make informed decisions and stay ahead of the curve.

Sample Dashboards

- A single-school view that illustrates platform, campaign, and channel breakdown
- Interactive and real-time visualization

- View multiple colleges, programs, and campuses in one unified dashboard
- Interactive and real-time visualization

Ability to Modify Media Channels

Our team utilizes a range of technologies, tools, methods, and technical expertise to ensure the delivery of high-quality services to the University. Some of the key elements we provide include:

- **Top-Down Approach**
    - Evaluate Account Efficiency
        - Utilize a proprietary forecasting model.
        - Consider factors such as Google Analytics (GA) data, channel contributions (paid, organic, direct), gaps, and overall business and account health.
        - Run a 12-month forecast based on historical data.
    - Real-time Tracking
        - Develop a comprehensive sheet with historical data and a 12-month forecast.
        - Generate real-time reports to track daily performance (KPIs) progress against goals.
        - Measure performance against daily averages, identifying areas for optimization.
- **Bottoms-Up Analysis**
    - Assess Channel Contributions
        - Evaluate the performance of each channel and platform.
        - Identify the most effective platforms and consider attribution signals from Google/YouTube, Meta (Facebook/Instagram), TikTok, and LinkedIn.
        - Allocate resources strategically to maximize effectiveness.

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Measurement Capabilities

- Strategic Analysis: Conducted on a daily, weekly, monthly, and quarterly basis to ensure campaign performance aligns with business objectives.
- Advanced Reporting Tools: Leveraged to provide clear and actionable insights, including data on campaign performance, audience behavior, and ROI.
- Continuous Monitoring: Teams at Mason Interactive use sophisticated analytics tools to continuously monitor campaign performance, identifying areas for improvement and optimizing accordingly.
- Focus on ROI: Emphasis on maximizing return on investment, driving qualified leads, and understanding lead-to-enrollment ratios and cost-per-lead (CPL).

Ad Technologies and Tools

- Google: We leverage Google's Vertical Trend Analysis and Category Benchmark Reports to gain valuable insights into industry trends, competition, and campaign performance.
- Meta: Our Share of Voice Analysis allows us to assess the visibility and impact of the College's brand and messaging within the digital landscape.
- Looker Studio: We utilize Looker Studio for advanced reporting and visualization, enabling us to present data in a clear and actionable format.
- Funnel.io: This data hub and analytics platform consolidates and integrates data from multiple sources, providing comprehensive campaign insights.
- Motion: Our creative performance insights tool allows us to evaluate the effectiveness of various ad creatives and optimize campaigns accordingly.
- The Trade Desk: We employ programmatic marketing automation through The Trade Desk platform, facilitating targeted ad placements and optimization.
- Roku: Utilizing advanced connected TV targeting on the Roku platform, we enhance the reach and effectiveness of the College's campaigns.
- Quantcast: Our utilization of Quantcast's audience insights and targeting capabilities enables us to refine audience segmentation and targeting strategies.
- Oracle Data Cloud: We leverage the audience intelligence database offered by Oracle Data Cloud to enhance campaign targeting and audience profiling.

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Targeting Specific Groups or Markets: Identify how specific groups or markets will be targeted for recruiting and marketing activities, including demographic, contextual, interest, and behavioral targeting.

Demographic Targeting

- **Age and Gender**:
  - **Objective**: Reach prospective students within specific age ranges and gender demographics relevant to MiraCosta College's programs ranging from adult education, community education, basic skills, and ESL to a California Community College pilot program offering the nation's first baccalaureate degree in biomanufacturing.
  - **Action**: Use demographic data to tailor messaging and creative content for high school students, adult learners, and professionals seeking continuing education. Customize campaigns to resonate with male and female students based on program-specific interests.
- **Geographic Location**:
  - **Objective**: Focus on local, regional, and national audiences to attract students from diverse areas.
  - **Action**: Implement geotargeting strategies to reach students in nearby cities, neighboring states, and targeted national regions. Use location-specific messaging to highlight the benefits of attending MiraCosta College, such as campus facilities, local community, and in-state tuition advantages.
- **Education Level**:
  - **Objective**: Target individuals based on their current education level.
  - **Action**: Develop campaigns aimed at high school graduates, transfer students, and individuals with some college experience seeking degree completion. Customize messaging to emphasize program offerings, transfer credits, and flexible learning options.
- **Income Level**:
  - **Objective**: Reach potential students based on household income to tailor financial aid messaging.
  - **Action**: Create targeted campaigns highlighting scholarships, grants, and financial aid opportunities for students from different income brackets. Use demographic data to address concerns about affordability and emphasize the value of a MiraCosta College education.

Contextual Targeting

- **Content-Based Targeting**:
  - **Objective**: Place ads within relevant content that align with prospective

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students' interests and educational goals in a caring and equitable environment.
- ○ **Action**: Utilize contextual targeting to display ads on websites and within articles related to education, career development, and student life. Ensure ads appear alongside content that prospective students are likely to engage with, such as college preparation guides, career advice, and academic success stories.
- **Keyword Targeting**:
  - ○ **Objective**: Target audiences based on keywords relevant to MiraCosta College's programs and offerings such as the Hispanic Serving Institution (HSI), veteran and military supportive institution, and Achieving the Dream Leader College.
  - ○ **Action**: Develop keyword lists that include terms prospective students might search for, such as "community college near me," "affordable degree programs," "online courses," and specific program names. Use these keywords to place ads on search engines and within relevant content.

Interest Targeting

- **Academic Interests**:
  - ○ **Objective**: Reach students interested in specific fields of study offered by MiraCosta College for associate degree and workforce readiness certificate programs.
  - ○ **Action**: Use interest targeting to identify and engage with individuals interested in subjects like business, healthcare, technology, arts, and sciences. Tailor ad creatives to highlight program benefits, faculty expertise, and career prospects in these fields.
- **Extracurricular Activities**:
  - ○ **Objective**: Attract students interested in extracurricular activities and campus life.
  - ○ **Action**: Target individuals who engage with content related to sports, clubs, student organizations, and other extracurricular activities. Promote the vibrant campus life and diverse opportunities for student involvement at MiraCosta College.
- **Hobbies and Lifestyle**:
  - ○ **Objective**: Connect with prospective students based on their hobbies and lifestyle choices.
  - ○ **Action**: Identify and target individuals interested in fitness, music, arts, travel, and technology. Create engaging content that showcases how MiraCosta College supports and nurtures these interests through campus facilities, clubs, and events.

Behavioral Targeting

- **Online Behavior and Engagement**:

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- ○ **Objective**: Target individuals based on their online behavior, such as website visits, content consumption, and engagement patterns.
- ○ **Action**: Use behavioral data to retarget individuals who have visited the MiraCosta College website, engaged with social media posts, or interacted with online ads. Implement retargeting strategies to keep MiraCosta College top of mind and encourage further engagement.
- **Purchase and Search Behavior**:
  - ○ **Objective**: Identify and reach individuals based on their search and purchase behavior related to education.
  - ○ **Action**: Analyze search and purchase data to target individuals who have shown interest in educational products, services, and resources. Tailor messaging to address their specific needs and encourage them to consider MiraCosta College for their educational journey.
- **Psychographic Targeting**:
  - ○ **Objective**: Understand and target individuals based on their attitudes, values, and motivations.
  - ○ **Action**: Use psychographic data to create detailed audience profiles that reflect prospective students' motivations for pursuing higher education, such as career advancement, personal development, or a desire for a flexible learning environment. Customize campaign messaging to resonate with these motivations and highlight how MiraCosta College can fulfill them.

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Discuss strategies for building a better social media presence, including content creation, brand listening, social review monitoring, and management.

Strategies for Content Creation

- **Content Strategy Development**:
  - **Objective**: Define clear goals for social media content, such as increasing engagement, driving website traffic, or enhancing brand awareness.
  - **Action**: Develop a content calendar that aligns with MiraCosta College's academic calendar, events, and key dates. Include a mix of content types like informational posts, student testimonials, event promotions, and interactive content (polls, quizzes).
- **Visual and Video Content**:
  - **Objective**: Leverage visually appealing content to capture the audience's attention.
  - **Action**: Create high-quality images, infographics, and videos showcasing campus life, faculty highlights, student achievements, and campus facilities. Use video storytelling to create engaging content such as virtual campus tours, student vlogs, and behind-the-scenes looks at college events.
- **User-Generated Content (UGC)**:
  - **Objective**: Encourage current students, alumni, and faculty to create content about their experiences.
  - **Action**: Launch campaigns that prompt the community to share their stories and tag MiraCosta College's official social media accounts. Feature the best UGC on the college's social media platforms to build authenticity and community engagement.
- **Content Personalization**:
  - **Objective**: Create personalized content that resonates with different audience segments.
  - **Action**: Segment the audience based on interests, demographics, and behavior to tailor content. For example, share program-specific information for prospective students interested in specific fields of study.

Strategies for Brand Listening

- **Social Listening Tools**:
  - **Objective**: Monitor social media channels for mentions of MiraCosta College, related keywords, and industry trends.
  - **Action**: Utilize social listening tools like Hootsuite, Brandwatch, or Sprout Social to track brand mentions, hashtags, and relevant conversations. Analyze the

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data to understand the sentiment, identify common themes, and gauge public perception.

- **Engagement and Response**:
    - **Objective**: Engage with the audience in real time to build relationships and address concerns.
    - **Action**: Assign a dedicated team to monitor social media channels and respond to comments, messages, and mentions promptly. Use positive mentions to reinforce the brand's strengths and address negative feedback constructively.

Social Review Monitoring

- **Review Platforms**:
    - **Objective**: Monitor reviews on social media and dedicated review platforms (e.g., Facebook, Google Reviews).
    - **Action**: Set up alerts and regularly check review sites for new feedback. Ensure all reviews, positive and negative, are acknowledged and responded to appropriately.
- **Response Strategy**:
    - **Objective**: Develop a consistent and professional approach to responding to reviews.
    - **Action**: Thank users for positive reviews and encourage them to share their experiences further. For negative reviews, acknowledge the feedback, apologize for any issues, and provide solutions or next steps. Use feedback to inform improvements in services and communication.
- **Review Integration**:
    - **Objective**: Leverage positive reviews in marketing efforts to build trust.
    - **Action**: Share positive reviews and testimonials on social media channels and the college website. Create graphics or video snippets highlighting satisfied students and successful alumni stories.

Social Media Management

- **Platform Optimization**:
    - **Objective**: Optimize social media profiles for better visibility and engagement.
    - **Action**: Ensure all social media profiles are complete with up-to-date information, including a compelling bio, profile picture, cover photo, and contact information. Use keywords relevant to MiraCosta College to enhance searchability.
- **Scheduling and Automation**:
    - **Objective**: Maintain a consistent posting schedule without manual effort.
    - **Action**: Use social media management tools like Buffer, Hootsuite, or Sprout Social to schedule posts in advance. Automate routine tasks such as sharing new blog posts, event reminders, and holiday greetings.

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- **Performance Analytics**:
    - **Objective**: Track and analyze social media performance to inform strategy.
    - **Action**: Use analytics tools provided by social platforms and third-party tools to monitor key metrics like engagement rate, reach, impressions, and follower growth. Regularly review performance data to identify successful content and areas for improvement.
- **Community Building**:
    - **Objective**: Foster a sense of community among students, alumni, and followers.
    - **Action**: Create groups or communities on platforms like Facebook and LinkedIn to encourage interaction and discussion among members. Host live events, Q&A sessions, and webinars to engage with the community directly.

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Goal Setting and Metrics: Work with MiraCosta College to determine specific goals and metrics for each annual spend to ensure funds are appropriately allocated for maximum reach and effectiveness. Include strategies for increasing website visitation with quality candidates, tracking user engagement, and optimizing campaign performance through advanced analytics and reporting tools.

Goal Setting

Collaborative Goal Development:

- **Objective**: Work closely with MiraCosta College to establish clear, measurable goals for each annual marketing spend to effectively reach prospective students.
- **Action**: Conduct initial strategy sessions with key stakeholders at MiraCosta College to understand their objectives, target audiences, and desired outcomes. Use this information to develop specific goals that align with the college's strategic priorities.

Annual Review and Adjustment:

- **Objective**: Review and adjust goals annually to reflect changing priorities and market conditions.
- **Action**: Schedule annual review meetings to assess progress, discuss new opportunities, and refine goals for the upcoming year. Use data-driven insights from previous campaigns to inform goal adjustments.

Metrics for Maximum Reach and Effectiveness

Website Visitation:

- **Objective**: Increase website visitation from quality candidates.
- **Action**: Utilize targeted advertising strategies (programmatic display, paid search, paid social, etc.) to drive traffic to the MiraCosta College website. Track metrics such as unique visitors, session duration, and page views per session to measure the quality of website traffic.

User Engagement:

- **Objective**: Track and enhance user engagement on the website.

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- **Action**: Implement tracking tools (e.g., Google Analytics, Hotjar) to monitor user interactions, such as clicks, form submissions, and content downloads. Use engagement metrics like bounce rate, average session duration, and conversion rates to assess and improve user engagement.

Campaign Performance:

- **Objective**: Optimize campaign performance through advanced analytics and reporting.
- **Action**: Use a suite of advanced analytics tools (e.g., Motion, Looker) to analyze campaign data and generate actionable insights. Track key performance indicators (KPIs) such as click-through rates (CTR), cost per lead (CPL), cost per click (CPC), and return on ad spend (ROAS) to measure campaign effectiveness.

Strategies for Increasing Website Visitation with Quality Candidates

Targeted Advertising:

- **Objective**: Attract quality candidates through precise targeting.
- **Action**: Leverage demographic, contextual, interest, and behavioral targeting to reach prospective students most likely to engage with MiraCosta College. Tailor ad creatives and messaging to resonate with target audiences and drive high-quality traffic to the website.

Content Marketing:

- **Objective**: Engage prospective students with valuable content.
- **Action**: Develop and distribute high-quality content (e.g., career outcomes, alumni testimonials, campus highlight videos, program details, infographics) that address the interests and needs of prospective students. Use content marketing to drive organic traffic and improve search engine rankings.

SEO Optimization:

- **Objective**: Improve organic search visibility.
- **Action**: Conduct comprehensive SEO audits and implement on-page and off-page SEO strategies to enhance website visibility in search engine results. Focus on keyword optimization, link building, and technical SEO improvements to attract organic traffic.
-

Client Example

Client: The Chicago School

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URL: https://www.thechicagoschool.edu/insight/career-development/6-jobs-for-criminology-majors
Performance Stats:
- Ranking for 80 top 3 keywords
- Ranking for 10 featured snippets

What We Did:
- Took an existing blog that wasn't performing well and completely revamped it by completing new keyword research and creating all new content.

Tracking User Engagement

Engagement Metrics:

- **Objective**: Monitor and analyze user engagement on the website.
- **Action**: Track metrics such as time on site, pages per session, and interaction with key website elements (e.g., forms, videos, downloads). Use heatmaps (e.g. Hotjar) and Google Analytics data to gain insights into user behavior and identify areas for improvement.

A/B Testing:

- **Objective**: Optimize website elements for better engagement.
- **Action**: Conduct A/B testing on landing pages, forms, and calls to action (CTAs) to determine the most effective variations. Use testing results to implement changes that enhance user experience and increase engagement.

Optimizing Campaign Performance through Advanced Analytics and Reporting Tools

Real-Time Analytics:

- **Objective**: Gain real-time insights into campaign performance.
- **Action**: Utilize real-time analytics tools to monitor campaign metrics and performance indicators as they happen. This allows for quick adjustments and optimizations to improve campaign outcomes.

Custom Dashboards:

- **Objective**: Provide comprehensive and transparent reporting.
- **Action**: Create custom dashboards using tools like Google Data Studio or Tableau to present campaign data in an easily digestible format. Include key metrics and performance indicators to give MiraCosta College a clear view of campaign effectiveness.

Performance Optimization:

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- **Objective**: Continuously optimize campaigns for better results.
- **Action**: Use advanced analytics and machine learning algorithms to analyze campaign data and identify optimization opportunities. Implement bid adjustments, audience refinements, and creative changes based on data-driven insights to maximize campaign performance.

Monthly Reporting and Recommendations:

- **Objective**: Provide regular performance updates and strategic recommendations.
- **Action**: Deliver detailed monthly reports that summarize campaign performance, highlight key metrics, and offer actionable recommendations for improvement. Schedule regular meetings with MiraCosta College to discuss reports, address questions, and refine strategies based on performance data.

Mason Interactive is committed to working closely with MiraCosta College to set specific goals and metrics for each annual spend, ensuring that funds are allocated effectively for maximum reach and impact. By increasing website visitation with quality candidates, tracking user engagement, and optimizing campaign performance through advanced analytics and reporting tools, we will drive measurable results and achieve MiraCosta College's strategic objectives.

Onboarding Process

Meeting	Frequency
Kick-Off Call	After contracts are completed
Strategy Review	Before Launch
LAUNCH (Generally around the 30-day mark)	
Meetings	Regular standing meetings

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Certifications: Provide information on Google Ads, Display, Video, Measure, and Analytics certifications, demonstrating expertise and capability in managing digital marketing campaigns.

Industry Recognition

- Google has acknowledged our expertise with a Google Premier Partner certification, positioning Mason Interactive in the top 3% of agencies.
  - You can read more about the certification, here: https://partnersdirectory.withgoogle.com/partners/3193106892
- We have been awarded a Meta Business Partner certification, acknowledging our excellence in helping advertisers get the most from their campaigns.
  - You can read more about the certification, here: https://www.facebook.com/business/marketing-partners
- As a Premier Google Partner and Meta Business Partner, we have access to unique reports, solutions, and experiences that are not typically available to the public. This includes but is not limited to Share of Voice reports, Vertical Trend Analysis, Category Benchmarking, and more.
  - Advanced Support: Prioritized issue resolution, technical support, creative consultations, and more
  - Resources: Industry data and audience insights, training, and growth and analytics tools
  - Executive Experiences: Events such as webinars and in-person meetings with agency partner managers
- Creative Awards won in 2024 include:
  - VIDDY AWARDS 2024 Platinum Winner
  - AVA AWARDS 2024 Platinum Winner
  - AVA AWARDS 2024 Gold Winner
  - HERMES CREATIVE AWARDS 2024 Gold Winner

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Include the direct cost of digital placement, with a preference for vendors who can directly place ads with various digital media sites such as Google, Facebook, and other platforms.

- Annual Ad Spend: Between $70,000.00 and $95,000.00 (subject to change).
- We estimate your annual ad spend to be ~$82,500.00 (as an example to determine the annual cost per year for up to 5 years.

Monthly Management Fee: Year 1	$1,000
Annual Management Fee: Year 1	$12,000
Annual Management Fee: Year 2	10% Increase: $13,200
Annual Management Fee: Year 3	10% Increase: $14,520
Annual Management Fee: Year 4	10% Increase: $15,972
Annual Management Fee: Year 5	10% Increase: $17,570

See Exhibit C – Contractor's Management Fee

Detailed Pricing Considerations

Paid Search Ads (Google Ads, Bing Ads, Yahoo Ads, etc.)

- **CPC Pricing:** Costs per click will vary depending on multiple factors such as:
  - **Budget:** Higher budgets can often reduce CPC due to better ad placement and higher quality scores.
  - **Keywords:** Competitive keywords have higher CPCs.
  - **Account Structure:** Well-structured accounts with relevant ad groups and keywords perform better.
  - **Seasonality:** Demand fluctuates based on the time of year, affecting CPC.
  - **Placements:** Ads on Google Search can be more expensive than on Bing or Yahoo due to higher traffic.
  - **Creative:** Higher quality and more relevant ads can reduce CPC.
  - **Targeting:** Specific demographic or geographic targeting can affect CPC.
  - **Part of the Funnel:** Brand campaigns typically have lower CPCs compared to non-brand, high-intent campaigns.

Paid Social Ads (Meta ads, LinkedIn Ads, TikTok Ads, Snapchat Ads, etc.)

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- **CPM Pricing:** Costs per thousand impressions will vary based on:
    - **Budget:** Higher budgets often achieve better reach and engagement.
    - **Account Structure:** Organized campaigns with clear objectives perform better.
    - **Seasonality:** Audience behavior and platform ad costs fluctuate throughout the year.
    - **Placements:** Costs vary across platforms (e.g., Instagram vs. Facebook vs. LinkedIn).
    - **Audiences:** Niche audience targeting can increase CPM.
    - **Creative:** Engaging and optimized creatives generally result in lower CPM.
    - **Targeting:** Detailed demographic or interest-based targeting affects costs.
    - **Part of the Funnel:** Acquisition campaigns might have higher CPMs compared to remarketing.

Example Nuance: LinkedIn ads targeting specific academic interests or job titles may have higher CPMs compared to broader targeting on Facebook due to the professional nature of the platform.

Display Ads

- **CPM and CPC Pricing:** Influenced by:
    - **Budget:** Larger budgets can improve overall campaign efficiency.
    - **Platform Inventory:** Different platforms and networks have varying costs.
    - **Account Structure:** Properly organized accounts enhance performance.
    - **Seasonality:** Ad costs fluctuate with seasonality.
    - **Placements:** Costs vary based on where ads are shown (e.g., premium websites vs. niche blogs).
    - **Audiences:** Targeting specific demographics can impact costs.
    - **Creative:** Quality and relevance of ads affect pricing.
    - **Part of the Funnel:** Awareness campaigns may have higher CPMs than remarketing campaigns.

Example Nuance: Display ads for an upcoming event might see higher CPMs on local news websites compared to general display networks.

Reporting

- **Custom Dashboard Development:** Included in monthly management pricing.
- **Custom Visualization Reports:** Developed as needed.
    - **Cost:** $200 per hour.

Example Nuance: A custom dashboard integrating multiple data sources for in-depth analysis might require 10 hours of development, totaling $2,000.

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Detail APIs and proprietary optimization tools to enhance campaign performance and cost efficiency.

APIs

Google

- **Google Ads API**:
  - **Capabilities**: Allows for integration with custom applications to automate account management, reporting, and optimization.
  - **Benefits**: Facilitates real-time adjustments to bids, budgets, and targeting parameters based on performance data, enhancing campaign responsiveness and efficiency.
- **Offline Conversion Tracking (OCI):** Integrates offline data with online campaigns to measure the full impact of digital advertising. Provides a comprehensive view of customer interactions across multiple touchpoints, enhancing campaign attribution and optimization.
- **Enhanced Conversion Tracking:** Utilizes first-party data to improve the accuracy of conversion measurement. Ensures better attribution by capturing and reporting on user interactions that lead to conversions.
- **Google Vertical Trend Analysis and Category Benchmark Reports:** Offers insights into industry trends and competitive benchmarks. Helps in understanding market dynamics and adjusting strategies to stay ahead of the competition.

Meta

- **Facebook Marketing API**:
  - **Capabilities**: Provides access to Facebook's advertising platform for campaign creation, management, and reporting.
  - **Benefits**: Enables advanced audience targeting, automated ad management, and integration with other marketing tools to streamline operations and improve campaign outcomes.

Proprietary Optimization Tools

- **Custom Dashboard and Reporting Tools**:
  - **Capabilities**: Provides real-time insights and performance tracking through customized dashboards.
  - **Benefits**: Enhances transparency and allows for quick decision-making, ensuring campaigns are continuously optimized for better results.
- **Predictive Analytics Tools**
  - **Capabilities**: Uses predictive analytics to forecast campaign outcomes and recommend optimizations.

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- ○ **Benefits**: Helps anticipate market trends and user behaviors, allowing for proactive adjustments to campaign strategies.
- **Marketing Automation Platforms**
  - ○ **Capabilities**: Automates marketing tasks such as email marketing, lead nurturing, and campaign management.
  - ○ **Benefits**: Streamlines marketing processes, improves lead management and enhances the overall efficiency of campaigns.
- **Conversion Rate Optimization (CRO) Tools**
  - ○ **Capabilities**: Conducts A/B testing and multivariate testing to optimize landing pages and ad creatives.
  - ○ **Benefits**: Improves user experience and increases conversion rates by identifying and implementing the most effective design and content variations.
- **SEO and SEM Tools**
  - ○ **Capabilities**: Provides insights and tools for keyword research, competitor analysis, and SEO audits.
  - ○ **Benefits**: Enhances search engine visibility and performance, driving more organic and paid traffic to MiraCosta College's website.
- **Social Media Management Tools**
  - ○ **Capabilities**: Manages and schedules social media posts, tracks performance, and provides analytics.
  - ○ **Benefits**: Ensures consistent and effective social media presence, optimizing engagement and reach across platforms.
- **Ad Performance Optimization Tools**
  - ○ **Capabilities**: Facilitates split testing, ad creation, and performance analysis for social media and display ads.
  - ○ **Benefits**: Helps to quickly identify high-performing ad variations, improving campaign efficiency and maximizing return on ad spend (ROAS).

EXHIBIT C – CONTRACTOR'S MANAGEMENT FEES

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Best and Final Offer

Thank you for the opportunity to further discuss our proposal during the recent interview. The insights we gained from our conversation were invaluable, and it was clear that MiraCosta Community College is deeply committed to finding a partner who can address the challenges you've been facing.

We were particularly concerned to hear that your current vendor has been managing campaigns for months without providing performance updates. This lapse in communication and strategic focus has evidently impacted your ability to drive data-informed decisions, creative strategies, and overall alignment across the organization. These are critical areas that we prioritize in our approach to enrollment marketing.

As MiraCosta seeks a partner who can provide more data-driven insights, act as an extension of your team, offer comprehensive reporting, and deliver a holistic approach to your enrollment marketing efforts, we are pleased to confirm that our best and final offer will remain at $1,000 for the first year.

Initially, our proposal included a 10% increase in fees for the second year. However, after careful consideration and in light of your needs, we are revising our offer to defer this increase. Fees will not increase by 10% until after year two.

We believe this approach will better support your goals while ensuring that you receive the value and results you expect from our partnership.

Thank you again for considering Mason Interactive. We look forward to the possibility of working together to achieve your enrollment goals.

Ashley Bruzas
Director of Business Development | Mason Interactive

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Revised Management Fees

Monthly Management Fee: Year 1	$1,000
Annual Management Fee: Year 1	$12,000
Monthly Management Fee: Year 2	$1,000
Annual Management Fee: Year 2	$12,000
10% increase effective after year 2	
Monthly Management Fee: Year 3	$1,100
Annual Management Fee: Year 3	10% Increase: $13,200
10% increase effective after year 3	
Monthly Management Fee: Year 4	$1,210
Annual Management Fee: Year 4	10% Increase: $14,520
10% increase effective after year 4	
Monthly Management Fee: Year 5	$1,331
Annual Management Fee: Year 5	10% Increase: $15,972