



THE UNIVERSITY of
ALABAMA SYSTEM

The University of Alabama
The University of Alabama at Birmingham
The University of Alabama in Huntsville

DANA S. KEITH, PH.D., CPA
Vice Chancellor for Finance and
Administration

February 7, 2017

TO: System Communication Officers

FROM: Dana S. Keith

DS Keith

On June 1, 2016, the UA System Office implemented an enhanced contract review process for services greater than \$250,000 and goods greater than \$1 million that do not have state bid requirements. This review seeks to help identify actual or perceived conflicts of interest, so that we remain in compliance with both the letter and spirit of the law and Board rules.

One area to receive attention is marketing, including the placement of advertising. As you know, our campuses are not required to bid the creative development of media campaigns or ad placement; and media buys are made by individual departments and colleges as well as by your offices. We would like to explore the feasibility of a System-wide RFP for these services, but first need a systematic understanding of all campus advertisements.

Effective March 1, 2017, the System Office requests that the purchase of all advertising and collateral services be routed through the Chief Communication Officers on each campus. This centralization will allow the campuses in the System to:

- Determine and monitor their total advertising budget;
- Explore the financial benefits and process efficiencies of a System-wide RFP;
- Prevent unnecessary duplication of efforts and accrue cost savings;
- Ensure that each campus's branding is current and consistent.

Please contact me if you have questions. I appreciate your help in implementing this process.

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