



February 6, 2025

**TO:** THE DISTRICT BOARD OF TRUSTEES OF VALENCIA COLLEGE

**FROM:** DR. KATHLEEN PLINSKE  
President

**RE:** AUTHORIZATION TO RENEW CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOLUTION


Valencia College utilizes a Customer Relationship Management (CRM) solution to support the entire student recruiting and admissions lifecycle with sophisticated, personalized, and targeted communication, workflow, and tracking capabilities. Since 2020, the College has employed the CRM solution provided by TargetX.com, LLC, selected through an extensive competitive process.

As approved by the Valencia College District Board of Trustees on February 26, 2020, the College awarded ITN 2020-06 for Customer Relationship Management Solutions and entered into a five-year agreement with TargetX.com, LLC. The current agreement includes an option for a five-year renewal.

After careful collaboration, consideration, and analysis, we request the Board's approval to extend the agreement, ensuring Valencia College continues to benefit from the services provided by TargetX.com, LLC. We propose committing to a three-year term with the option to extend for years four and five, allowing us to lock in the current rate. The total contract value, if extended to include optional years four and five, is \$531,300.

**RECOMMENDED ACTION:**

The President recommends that the District Board of Trustees of Valencia College authorize the College to renew the expiring agreement with TargetX.com, LLC, at a total cost of \$531,300 for three years, and up to five years, in accordance with mutually agreed upon terms and conditions.

  
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President