

## **BARUCH COLLEGE Creative Services**

**RESOLVED:** That the Board of Trustees of The City University of New York authorize the General Counsel to execute a contract on behalf of Baruch College to provide creative services. The contract shall be awarded on the basis of best value to a responsive and responsible offer or after public advertisement and timely submission of sealed proposals pursuant to law and University Regulations. The Request for Proposal solicitation and evaluation process shall be conducted by the College. The initial term shall be one year, and such purchase shall not exceed a total estimated cost of \$360,000, chargeable to CUNYfirst Code 2014 BAR01 10381 10 100 9999 99999 999999 9999 52703 beginning in fiscal year 2013-2014 . The College will have one one-year renewal option for the University to renew in its best interest. The contract shall be subject to approval as to form by the University Office of General Counsel.

**EXPLANATION:** Baruch College will use these services to provide creative services for the rebranding of the College's Zicklin School of Business.